

Golf Committee Meeting
January 19, 2016

Present: Greg Ferris, At-Large, Dr. Michael Williams, District 1, Blaine Knott, District II, Cindy Renard, District III, Troy Hendricks, Scot Weller, Shana Appelhanz, Michelle Haun

Absent: Troy Palmer, President, Chair, Leon Lungwitz, District IV, Richard Schodorf, District V, Debbie Burch, District VI

Meeting was called to order at 4:15pm

Approval of Minutes from 12/8/2015

Hendricks recommended approving the minutes. He stated that Ron Reese commented on the discussion regarding the coyote decoys from the last meeting, he stated that they work during the day but not at night.

Rounds/Expenditures

Hendricks stated that rounds are up 5%, revenue is up 4% and expenditures were only slightly up, by 1%, for the year. December rounds were up 1700 rounds over 2014.

Marketing

Appelhanz stated that we will be launching a new website/software next week. We will be relaunching the mobile app in March. Currently we have had 1642 downloads of the app.

Ferris asked what we are targeting.

Appelhanz stated that 2500 for the quarter. She stated that we will start emailing golfers who have expiring passes that they can now renew online. 2016 is the year of youth at the courses. We will have four SNAG sessions starting in the spring, for ages 6-9.

Hendricks stated that the equipment was donated by Air Capital Classic.

Appelhanz stated that we will also be starting the PGA Junior league for ages 9-13. All five courses will continue doing group lessons.

Hendricks stated that the Wichita First Tee program will be starting in June. The program will be held at Tex Consolver. Golfers will have access to all five courses. The kids will have a punch card and can play for \$3 at Clapp, \$4 at Mac or Auburn or \$5 at Sim or Tex, after 1pm in June, July and August. The contract is being reviewed by legal at this time. We will be able to advertise Tex Consolver as a First Tee facility.

Appelhanz stated that the new golf guide will be available this week.

Hendricks stated we have a lot of plans for juniors this year. It is important for us to develop young golfers. First Tee has inquired about the land near MacDonald. They are interested in developing a First Tee range and teaching area. We have not responded yet because we are still looking at options to generate greater revenue. We have plans in our business plan to develop a driving range and pitch and putt area at MacDonald and increase stormwater retention in the process, in order to take the course off of City water. Stormwater estimates that we could pay for it in 8 years with our savings. Part of the plan would be to use the dirt for the driving range area. We anticipate over \$100k revenue improvement per year from the driving range and pitch and putt and from water savings.

Ferris asked if stormwater will contribute.

Hendricks stated that is what we are hoping for. We will make our presentation next Tuesday at 9:30, at a council workshop.

Fivesomes

Hendricks stated that we have previously discussed fivesomes a number of times. Fivesomes cause increased costs due to an additional cart going with just one rider. This causes shortages sooner and increases maintenance costs. Eliminating fivesomes would help with pace of play. We would like to stop having fivesomes during peak season, from March through September. We need to have a consistent policy at all five courses.

Williams stated that a fivesome would be willing to pay the full price for the additional cart.

Ferris stated that we could lose 10-15 rounds per week by losing the odd man out, during the week.

Williams stated that fivesomes should be at the discretion of the pro.

Renard asked if all the courses have pace of play issues.

Hendricks stated that they do.

Ferris stated that we should do fivesomes during the week only.

Renard stated that it sounds reasonable from March through September.

Knott stated that fivesomes Monday through Thursday would be worth trying.

Ferris stated that we should change the website and only allow foursomes Friday, Saturday and Sunday.

Williams stated that if there is a club or league, allow them to play groups at the pro's discretion. The clubs are the bread and butter. They are always there.

Knott stated that he frequently runs into problems with broken down carts at Sim.

Hendricks stated that we have added a plan to our presentation to replace the whole cart fleet with gas carts. He stated that we just need finance to buy into capitalizing the cart purchase as one lump sum. They currently run out of carts at Sim and Tex, on the weekends.

Appelhanz stated that the surveys from the fall showed that 80% of golfers were in favor of no fivesomes.

Weller stated that threesomes and fivesomes are equally bad for the cart fleet.

Ferris stated that we should make groups pay for the player that doesn't show up. We should try fivesomes on Friday, Saturday and Sunday only.

Open discussion

Hendricks stated that we have already had \$5200 in sales through the webstore. We are hoping that by adding the ability to do season pass renewals online we will cut down on the lines at the counters.

Williams stated that First Tee should pay us more. He thinks that the program has money.

Hendricks stated that we will have to see what we can do first and talk to them later to see what they will do. We would like to have them build a building and eventually add a restroom at Tex.

Ferris stated that a restroom is not necessary. Most golfers won't be at the range for more than 45 minutes and they can always go back to the clubhouse.

Renard asked if we are still looking at cleaning out the creek at Clapp and widening it through the Starbond project.

Hendricks stated that at this time the superintendent is still trying to secure a crew that can clean up the creek and stated that the Starbond improvements project did not go through. He stated that Stormwater will not continue to work on it, or assist with it.

Renard asked how the new Quik Trip will impact the creek without improvements.

Hendricks stated that Stormwater is supposed to be reviewing the flow rates from that project to make sure that it does not create any additional issues. We still have not received quotes for the bridge work either. The response, to Ferris's letter, from the City Manager regarding the bridges was that they are golf course assets, so we will need to pay for the work.

Ferris stated that Auburn Hills needs to put more water out for the golfers.

Next meeting March 1, 2016.